

Quick Facts about the Latino Population

Latino Population in Douglas County & South Omaha: Population Growth

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Latino Population Growth in Douglas County

American Community Survey (ACS) data from the U.S. Census Bureau was used to calculate population growth for Douglas County between 2012 and 2022. More specifically, this report uses the 5-Year Estimates prepared by the U.S. Census Bureau, which are a grouping of 5 consecutive yearly applications of the ACS, in this case of 2008 to 2012 and of 2018 to 2022. Using the 5-Year Estimates allows for a larger sample and can provide more accurate data analysis and conclusions in states with small populations, such as Nebraska. Additionally, Public Use Microdata Areas (PUMAs) are a U.S. Census Bureau defined geographical division which divides Douglas County into four PUMAs (i.e., Southeast, Northeast, Southwest, and Northwest).¹

As of 2022, Southeast Omaha has the largest concentration of Latinos, representing almost 36% of the total population for that area of the county (Figure 1a). While the proportion of the Latino population over total population in Southeast Omaha has increased about 4 percentage points between 2012 and 2022, the Latino community has become a little less concentrated in this period. Nowadays, as Figure 1b shows, about 51% of Latinos in Douglas County live in Southeast Omaha, eight percentage points less than in 2012. Northwest Omaha had the largest growth in this period, almost 17% live in that area in 2022, a statistically significant growth of 4.5 percentage points from 2012.

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¹ Public Use Microdata Areas (PUMAs) are “non-overlapping, statistical geographic areas that partition each state or equivalent entity into geographic areas containing no fewer than 100,000 people each” ([census.gov](https://www.census.gov)) developed by the U.S. Census Bureau. The Omaha Southeast PUMA includes, among others, zip codes 68105, 68107, 68108, and 68117. For a map of these PUMAs see Odd, K. and Doña-Reveco, C. (2024). [Latino Population in Douglas County and City of Omaha: Main Characteristics](#). *Quick Facts about the Latino Population*, 3. Omaha: Office of Latino/Latin American Studies, University of Nebraska at Omaha. DOI: 10.32873/uno.dc.ollas.1003.1.

Figure 1a: Percentage of Latino and Non-Latino in Douglas County by Public Use Microdata Areas (PUMAS), 2012-2022

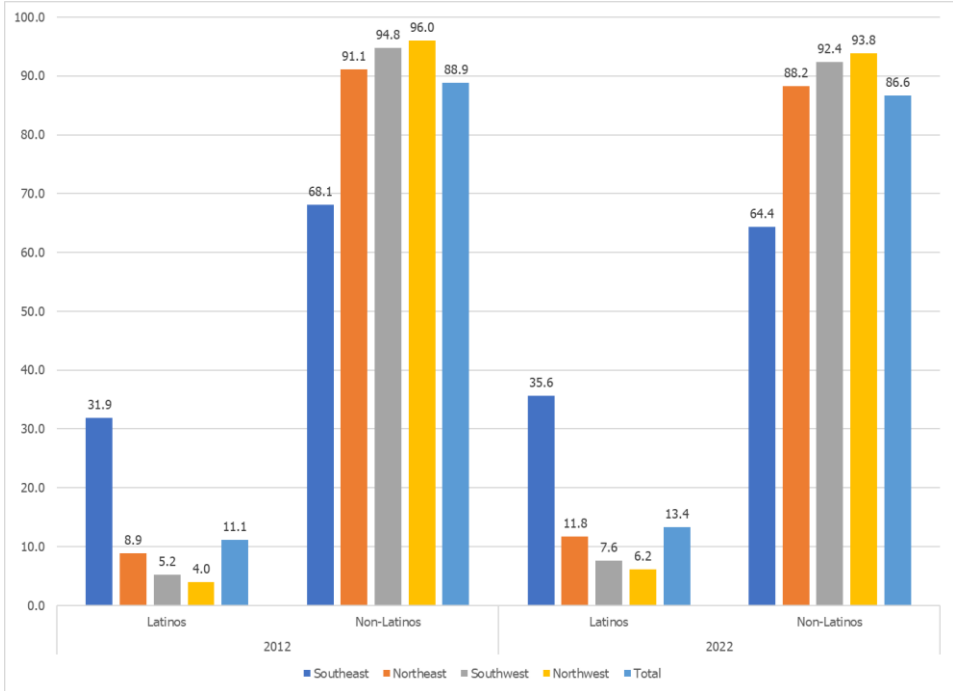
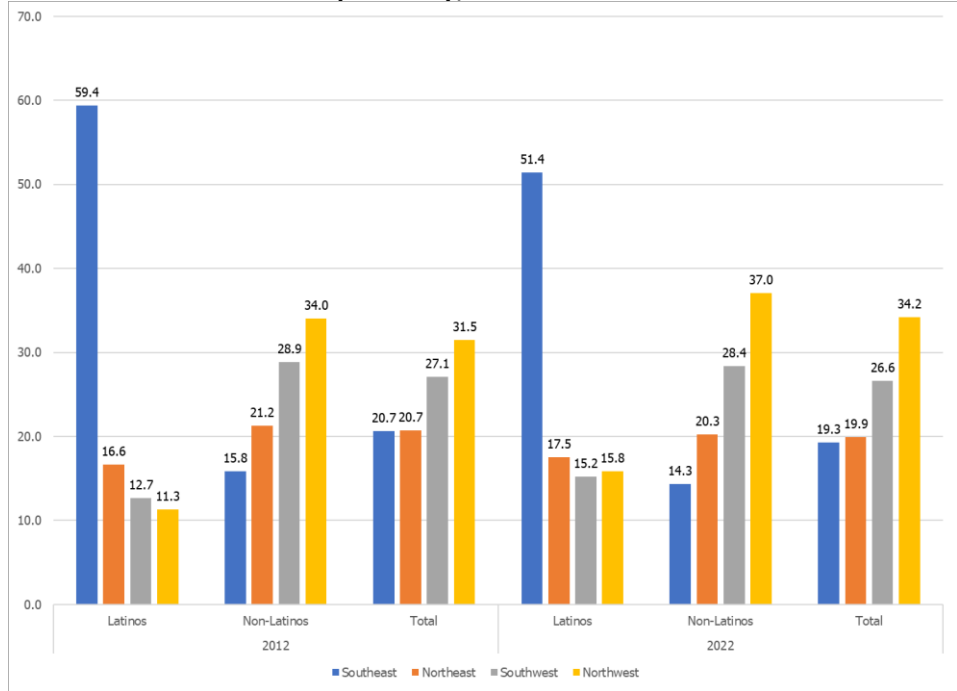


Figure 1b: Percentage of Latino, Non-Latino and Total Population in Douglas County by Public Use Microdata Areas (PUMAS), 2012-2022



Source: U.S. Census Bureau. 2012 and 2022. American Community Survey, ACS-5-Year Estimates Detailed Tables: Table B03002 and Table B02002.

Between 2012 and 2022, the Latino population in Douglas County grew 35% (about 20,200 people), whereas the total population grew only 12%, an absolute growth of over 64,000 people (Table 1; absolute numbers in Table A1 in the Annex). As the non-Latino population grew less than the total population (9.6%), it can be argued that at about one-quarter of the county’s population growth is due to the growth of the Latino community. Even though this trend is present in every PUMA, there are some differences that are important to note. When comparing the four PUMAs, it can be observed that the Latino population in the Southeast PUMA grew the least (17%). At the opposite end, the Latino population grew the most (89%) in the Northwest PUMA although the Latino population living there is one of the smallest among these four geographical areas.

Table 1: Latino, Non-Latino and Total Population Absolute and Percentage Growth for Douglas County by Public Use Microdata Areas (PUMAS), 2012-2022

PUMA	Latino Population		Non-Latino Population		Total Population		% Contribution to pop. growth
	Abs.	%	Abs.	%	Abs.	%	
Southeast	5,815	17.0	-658	-0.9	5,157	4.8	112.8
Northeast	4,059	42.4	4,365	4.5	8,424	7.8	48.2
Southwest	4,512	61.8	10,323	7.8	14,835	10.6	30.4
Northwest	5,813	89.2	30,138	19.2	35,951	22.0	16.2
Total	20,199	35.1	44,168	9.6	64,367	12.4	31.4

Source: Authors calculations based on U.S. Census Bureau. 2012 and 2022. American Community Survey, ACS-5-Year Estimates Detailed Tables: Table B03002 and Table B02002.

However, without the Latino population, the population of Southeast Omaha would have shrunk by almost 1% as it lost almost 700 people in this period. In every PUMA, as the last column of Table 1 above shows, the Latino population has significantly contributed to the population growth. In the case of Northeast Omaha, it represents about 48% of the area’s growth, almost 30% in the Southwest, and close to 15% in the Northwest.

Latino Population Growth in South Omaha

South Omaha consists of four zip codes (i.e., 68105, 68107, 68108, and 68117).² As of 2022, the zip code with the largest concentration of Latinos is 68107 (about 62%). This proportion has increased 8 percentage points in the last ten years; however, this is not the zip code where the proportion of

² For a map of these zip codes see Odd, K. and Doña-Reveco, C. (2024). [Latino Population in South Omaha: Main Characteristics](#). Quick Facts about the Latino Population, 4. Omaha: Office of Latino/Latin American Studies, University of Nebraska at Omaha. DOI: 10.32873/uno.dc.ollas.1004.1.

Figure 2a: Percentage of Latino, Non-Latino and Total Population in Douglas County by Public Use Microdata Areas (PUMAS), 2012-2022

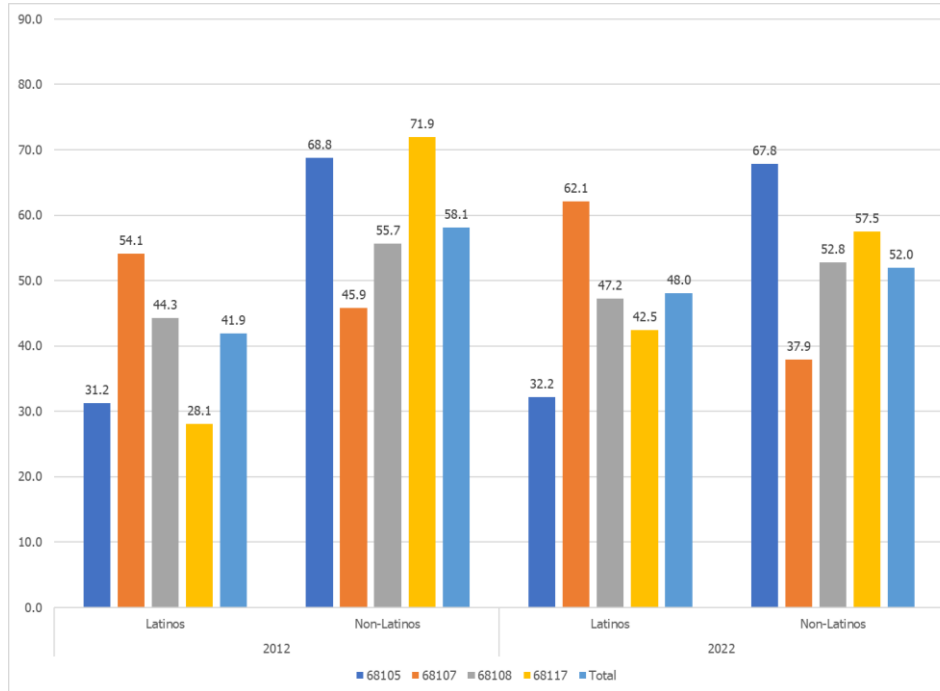
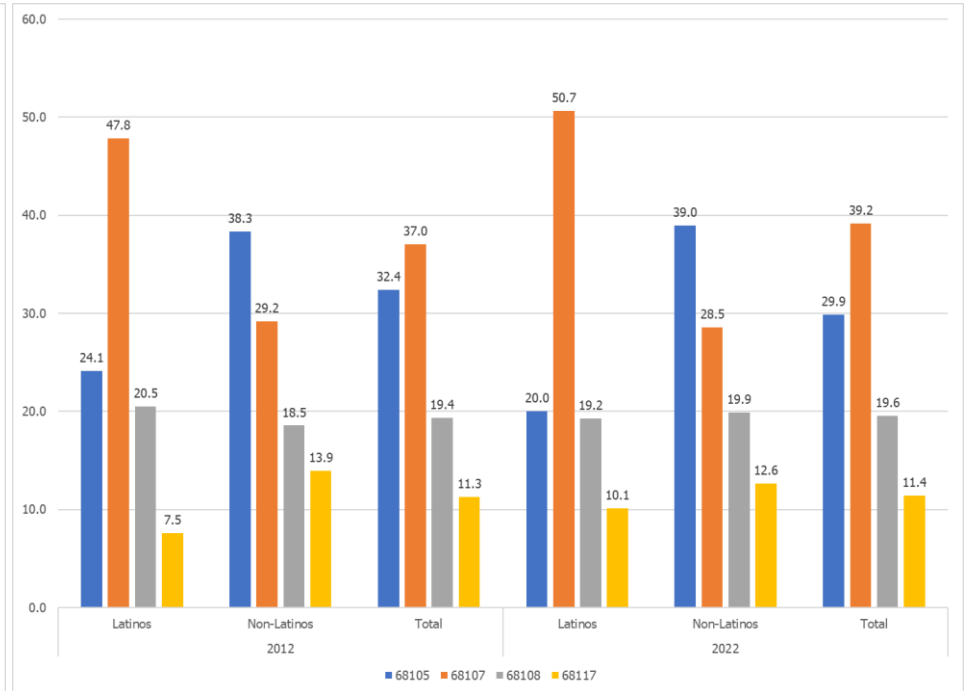


Figure 2b: Percentage of Latino and Non-Latino in Douglas County by Public Use Microdata Areas (PUMAS), 2012-2022



Source: U.S. Census Bureau. 2012 and 2022. American Community Survey, ACS-5-Year Estimates Detailed Tables: Table B03002 and Table B02002.

Latinos have grown the most. That zip code is 68117, where the proportion of Latinos has increased about 14 percentage points. This growth is the reason why 68117 is now included as part of “Latino South Omaha” (see Figure 2a). The proportion of Latinos in the other two zip codes has remained fairly similar with Latinos in 68105 growing 1 percentage point (not a significant statistical change) and 68108 growing less than 3 percentage points. Overall, the Latino population grew 6 percentage points, representing 48% of South Omaha. Thus, South Omaha is 2 percentage points shy of becoming a majority-minority area of Omaha (Figure 2a).

According to the U.S. Census Bureau, among the four zip codes of South Omaha, most of the total population (close to 39%) live in 68107 as of 2022 (Figure 2b). This is also the case for Latinos (close to 51%), while non-Latinos are more likely to live in 68105 (39%). This has not changed significantly between 2012 and 2022. The only change is that for the total population, zip code 68105 decreases its contribution by about 2.5 percentage points, while zip code 68107 increases by about the same proportion. Among non-Latinos, the changes are even less significant with all zip codes maintaining almost the same proportions in 2022 than they had in 2012.

The Latino population, however, has become slightly more concentrated, with the proportion of Latino people in 68107 increasing by 3 percentage points since 2012. The other two traditional “historical South Omaha” zip codes (68105 and 68108) have reduced their contribution to the total Latino population by close to 4 and about 1 percentage points, respectively. Lastly, the new addition to “Latino South Omaha”, 68117, has increased by about 2.5 percentage points.

Table 2, on the following page (absolute numbers in Table A2 in the Annex), provides the absolute and percentage population growth rate for the Latino, non-Latino, and total population in South Omaha. The Latino population in South Omaha grew 15% during 2012 – 2022, compared to 0.2% of the total population. The growth of this area is solely due to the Latino population, as the non-Latino population decreased by 4,578 people: a close to 10% reduction in ten years.

Table 2: Latino, Non-Latino, and Total Population Absolute and Percentage Growth for South Omaha by Zip Code, 2012-2022

Zip code	Latino Population		Non-Latino Population		Total Population	
	Absolute	%	Absolute	%	Absolute	%
68105	-360	-4.7	-1,506	-8.9	-1,866	-7.6
68107	3,305	21.7	-1,595	-12.4	1,710	6.1
68108	523	8.0	-331	-4.0	192	1.3
68117	1,289	53.8	-1,146	-18.7	143	1.7
Total	4,757	15.0	-4,578	-10.4	179	0.2

Source: Authors calculations based on U.S. Census Bureau. 2012 and 2022. American Community Survey, ACS-5-Year Estimates Detailed Tables: Table B03002 and Table B02002.

Every zip code under analysis saw a decline in their non-Latino population between 2012 and 2022, with 68117 having the largest negative percentage change (almost -19%) and 68107 having the largest absolute decrease (almost 1,600 people). In three of the four zip codes, this decrease in the non-Latino population is offset by a growth in the Latino population. The only zip code in South Omaha to experience population decline during the 2012 to 2022 period is 68105, where the Latino population declined by almost 5%, the non-Latino population by almost 9%, and total population by close to 8%: an absolute population loss of close to 1,900 people.

Zip code 68107 had the largest absolute growth of the Latino population (about 3,300 people) and the second largest percentage growth (22%) among the zip codes that grew. This led to this zip code having a 6% population increase despite losing about 12% of its non-Latino population. The Latino population experienced the most growth (54%) in 68117. While this zip code has the smallest Latino population among the zip codes, it increased by almost 1,300 people, leading to a positive growth of the total population at almost 2%. Lastly, the same trend can be observed in zip code 68108, although with much smaller population numbers.

Table 2: Latino, Non-Latino, and Total Population Absolute and Percentage Growth for South Omaha by Zip Code, 2012-2022

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Source: Authors calculations based on U.S. Census Bureau. 2012 and 2022. American Community Survey, ACS-5-Year Estimates Detailed Tables: Table B03002 and Table B02002.

Annex

Table A1: Latino, Non-Latino and Total Population Douglas County by Public Use Microdata Areas (PUMAs), 2012-2022

PUMA	Latino Population		Non-Latino Population		Total Population	
	2012	2022	2012	2022	2012	2022
Southeast	34,207	40,022	72,935	72,277	107,142	112,299
Northeast	9,581	13,640	97,883	102,248	107,464	115,888
Southwest	7,306	11,818	132,992	143,315	140,298	155,133
Northwest	6,514	12,327	156,853	186,991	163,367	199,318
Total	57,608	77,807	460,663	504,831	518,271	582,638

Source: U.S. Census Bureau. 2012 and 2022. American Community Survey, ACS-5-Year Estimates Detailed Tables: Table B03002 and Table B02002.

Table A2: Latino, Non-Latino, and Total Population for South Omaha by Zip Code, 2012-2022

Zipcode	Latino Population		Non-Latino Population		Total Population	
	2012	2022	2012	2022	2012	2022
68105	7,668	7,308	16,896	15,390	24,564	22,698
68107	15,198	18,503	12,871	11,276	28,069	29,779
68108	6,502	7,025	8,175	7,844	14,677	14,869
68117	2,396	3,685	6,139	4,993	8,535	8,678
Total	31,764	36,521	44,081	39,503	75,845	76,024

Source: U.S. Census Bureau. 2012 and 2022. American Community Survey, ACS-5-Year Estimates Detailed Tables: Table B03002 and Table B02002.